

OCT22/12 12.54
*** WDCW-TV ***

ADV #	ADV.	NAME	<u>FOLI/M ROMNEY/R/PRE/US</u>
AGY #	AGY.	NAME	AMERICAN

138 CONANT STREET
BEVERLY, MA 01915

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME STEPHANIE KINCAID
SALES PRSN WA- DAVE CIARK

ORDER # _____ CONTRACT # 6389261

CITY TAX _____ STATE TAX _____ CO-OP BITTING NEEDS _____

DATE OCT22/12 12.54

TO: NSA WDCW
FROM: GREG
NEW ORDER
TTL...\$16700...47X
THX PLS CFM, 10/22/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

HEADLINE# 6389261
ORIGINAL REV#0**

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 703 528 7800

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START DATE : END DATE : SPTS /WK : WEEK INVT : DAYS : TOTL SPTS :

3			530P-600P	30		\$175.00	10/29	10/30	4		M-TU	4
PROGRAM : FRIENDS												
CON COM1 : 2X PER DAY												
4			530P-600P	30		\$175.00	10/24	10/26	6		M-F	6
PROGRAM : FRIENDS												
CON COM1 : 2X PER DAY												
5			600P-630P	30		\$275.00	10/29	10/30	6		M-TU	6
PROGRAM : SEINFELD												
CON COM1 : 2X PER DAY												
6			600P-630P	30		\$275.00	10/24	10/26	4		M-F	4
PROGRAM : SEINFELD												
CON COM1 : 2X PER DAY												
7			630P-700P	30		\$275.00	10/29	10/30	3		M-TU	3
PROGRAM : SEINFELD												
CON COM1 : 1X PER DAY												
8			630P-700P	30		\$275.00	10/24	10/26	2		M-F	2
PROGRAM : SEINFELD												
CON COM1 : 1X PER DAY												
9			700P-730P	30		\$750.00	10/29	10/30	2		M-TU	2
PROGRAM : 2.5 MEN												
CON COM1 : 1X PER DAY												
10			700P-730P	30		\$750.00	10/24	10/26	3		M-F	3
PROGRAM : 2.5 MEN												
CON COM1 : 1X PER DAY												
11			730P-800P	30		\$850.00	10/29	10/30	3		M-TU	3
PROGRAM : 2.5 MEN B												
CON COM1 : 1X PER DAY												

OCT22/12 12.54
** WDCM-TV **

HEADLINE# 6389261
ORIGINAL REV#0...

REP: TEL# 703 528 7800
CREDIT ADVISORY:
ORDER WORKSHEET

FAX# 703 528 7880
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT22/12 12.54
*** WDCW-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			730P-800P	30								
PROGRAM : 2.5 MEN B												
CON COM1: 1X PER DAY												
13			1000P-1030P	30			10/24	10/26	2		W-F	2
PROGRAM : HOW I MET YOUR MOTHER												
CON COM1: 1X PER DAY												
14			1000P-1030P	30			10/24	10/26	2		W-F	2
PROGRAM : HOW I MET YOUR MOTHER												
CON COM1: 1X PER DAY												
15			700P-730P	30			10/27	10/27	1		SAT	1
PROGRAM : 2.5 MEN A												
16			730P-800P	30			10/27	10/27	1		SAT	1
PROGRAM : 2.5 MEN B												
OCT/12						\$8,375.00						
NOV/12						\$8,325.00						

CONTRACT TOTAL 16700.00
TOTAL SPOTS 47

MARKET TOTALS \$835,000 WDCW 2% WJLA 22% WUSA 24% WRC 33% WTTG 16% WPXW 0% WDCA 3%
CABL 0%

SVC- NSI
DEMOS- RA35+*